

CITY OF SOUTH FULTON, GEORGIA
South Fulton Service Center Auditorium, 5600 Stonewall Tell Road
Friday, October 27, 2017, 9:30am to 3:00pm



The Honorable William “Bill” Edwards, Mayor (present)
The Honorable Catherine F. Rowell, District 1, Mayor Pro Tem (present)
The Honorable Carmalitha Gumbs, District 2 Councilmember (present)
The Honorable Helen Z. Willis, District 3 Councilmember (present)
The Honorable Naeema Gilyard, District 4 Councilmember (present)
The Honorable Rosie Jackson, District 5 Councilmember (present)
The Honorable khalid kamau, District 6 Councilmember (present)
The Honorable Mark Baker, District 7 Councilmember (present)

Others present:

Mark Massey, City Clerk; Mr. Samuel Ball; Attorney Emilia Walker; Storm Mitchell; Ms. Tamahn Jamison; Ms. Shetia Kelly; Ms. Marche Randall; Mrs. Bertha Blanchard; Mr. Gary Holmes; and Ms. Aletha Barnes.

SPECIAL CALLED MEETING AGENDA

Vision and Core Principles Planning Session

Facilitator: Langford D. Holbrook, Institute of Government, UGA

The meeting was called to order by Mayor Edwards at 9:36am. A quorum was present.

1. Welcome and introductions

2. Mission, vision statement and core values

- *Presentation on current progress*

3. Vision statement

- *Facilitated session to finalize city vision statement*

4. Identification of core community values

- *Facilitated session to finalize core values for the city*

Following a presentation by Mr. Langford Holbrook, the City Council began working on several activities designed to develop a Vision Statement and Guiding Principles/Core Values. (see results attached)

Mr. Holbrook finished his presentation at 12:40pm, whereupon the City Council took a lunch break.

5. VIVO 360 Inc. & FirstClass Inc. (Naming Process)

Mrs. Bunnie Jackson-Ransom and Ms. Sophie Gibson gave a PowerPoint presentation regarding the Naming process for the City. Their presentation began at 1:18pm.

6. Next steps

The City Council will submit all potential names for the City to the City Clerk, who will forward the names to Ms. Jackson-Ransom and Ms. Gibson.

7. Adjourn

The meeting was adjourned at 3:03pm.

City of South Fulton

Vision Statement

The City of South Fulton will use smart and balanced growth solutions, where the environment is protected, history is preserved and diversity of all ages enjoy a high quality of life. We are a city that adopts trend setting policies, creates diverse jobs and ensures a transparent government with love and respect for all people.

Guiding Principles/Core Values

- The city will encourage industrial districts that do not infringe on suburban, rural and agricultural areas.
- The city believes in good stewardship through open and fair government that fosters user friendly citizen engagement and continuous improvement of services.
- The city will develop diverse recreation programs that enhance the health and well-being for promotion of a better quality of life for our residents.
- The city supports our residents aging in place.
- The city engages in data driven decision making to ensure short and long-term success.
- The city will pursue smart solutions to improve and implement creative, innovative, cost effective solutions and employ cutting age technology in everything we do.
- The city believes in youth engagement and development.

DRAFT

Example Vision Statements and Guiding Principles from Strategic Plans

VISION STATEMENTS

A vision or vision statement is the collective understanding of the ideal future of a community. It establishes a tone for the plan and the planning process. The entire Strategic Plan must start with and relate back to the vision. It can be general and does not need to include specifics. The vision statement should remain the same in subsequent updates of the Strategic Plan.

BOISE: *“The City of Boise – a great place to live, learn, work, and play.”*

BLOOMINGTON: *“The most progressive and efficient local government that, through innovation and teamwork, enhances City services and makes our community the ideal place to live, work and recreate.”*

GAITHERSBURG: *“Gaithersburg will set the standard for other cities as a “special” place where people want to live, work, learn and play.”*

OTHER VISION STATEMENTS:

Vision statements from local government strategic plans

Bartlett, Illinois ...is a community of small-town charm with a high level of responsive municipal services. Prudent economic development and diversification of the tax base make the village of Bartlett a safe, family-oriented community that is a great place to live, shop, work, and play...a place where community isn't just a word, but a way of life.

Clark County, Nevada ...a dynamic and vibrant community valuing diversity, opportunity, and partnerships, which fosters a healthy environment where individuals and families choose to live, work, and play.

Dover, Delaware ...a place where people want to live! ...[with] a reputation for being a clean and safe community, with a future of balanced growth and opportunity, where all citizens are heard, enjoy a high quality of life, and diversity is valued.

Hamburg, New York ...is the most desirable community in western New York, where quality of life, affordability, and innovation are the norm.

Mesa County, Colorado ...will be the best of government in the State of Colorado.

Montgomery, Minnesota ...will become the leader in LeSeur County, where others look to see how good a city can become.

Wildwood, Missouri ...is about the bonds that link neighbors and neighborhoods into a cohesive community of caring, involved, and dedicated citizens. It's also about a quality of life based upon careful stewardship of the magnificent natural environment found within the city, and ensuring that this legacy is passed on to future generations as a result of planned, responsible, sustainable growth.

Worcester, Massachusetts ...the most vibrant, welcoming, medium-sized community in the Northeast.

Example Vision Statements and Guiding Principles from Strategic Plans

GUIDING PRINCIPLES

The values are the core values that provide a foundation for the Strategic Plan. They are the basis of all decisions and actions. They can also be called guiding principles or critical success factors.

GAITHERSBURG:

We are guided by the Six Pillars of CHARACTER COUNTS! As demonstrated by:

Customer Focus – *We actively pursue the identification of citizen needs through citizen involvement to provide effective services to our community with efficiency, accountability, and a caring attitude.*

Open Communication – *We promote honest, open communication and easy access to information.*

Creativity – *We strive to improve the quality and efficiency of City services through creative approaches and new, innovative, and cost effective technologies.*

Fiscal Responsibility – *We provide quality services, of the best value, to effectively meet the needs of our community while maintaining a pay-as-you-go philosophy.*

Cooperation – *We promote a spirit of fairness, trustworthiness, respect and teamwork among our elected officials, City employees, residential and business communities, neighboring jurisdictions, and other governmental agencies.*

Commitment of Excellence – *We strive to achieve excellence in all we do.*

Continuous Improvement – *We advocate good citizenship and support the freedom to actively pursue suggestions, ideas, and creative approaches, leading to continuous improvement in everything we do.*

SAINT PAUL:

Within each of the visionary phrases above, we see much more. Responsive service includes a workforce that strives to always be effective at what we do and efficient in the delivery of those services. Quality facilities does not just mean infrastructure that provides our customers trouble-free service but that we are committed to public and personal safety and that our infrastructure design and maintenance will be progressive and forward thinking. Employee pride shall always mean that we are an organization made up of individuals that place the utmost value on our work product, that we are an organization made up of individuals of the highest integrity who take pride in the diversity of our City and our workplace.

Example Vision Statements and Guiding Principles from Strategic Plans

BOISE:

Respect – We embrace diversity and treat everyone with courtesy, equity, and fairness.

Integrity – We operate openly and hold the highest ethical standards.

Responsibility – We are accountable to the citizens of Boise and to each other.

Agility – We are devoted to constant innovation and improvement in our services.

Boldness – We are willing to make tough decisions, and we focus on results to ensure a healthy future for the city.

Collaboration – We communicate and work as a team, and we partner with the community to solve problems.

Dedication – We are proudly committed to providing outstanding customer service.

Commitment – Our employees are our most valuable asset, and we are dedicated to attracting, retaining and supporting the highest quality work force.

BLOOMINGTON:

Open and fair governance.

Fiscally sound use of public funds.

Environmental safeguarding through responsible stewardship of our natural resources.

Professionalism and expertise gained through employee enrichment and development.

A commitment to fostering civic engagement.

Uncompromising customer service in the delivery of City services.

Diversity as a source of strength.

Risk taking, forward thinking, innovation and creativity.

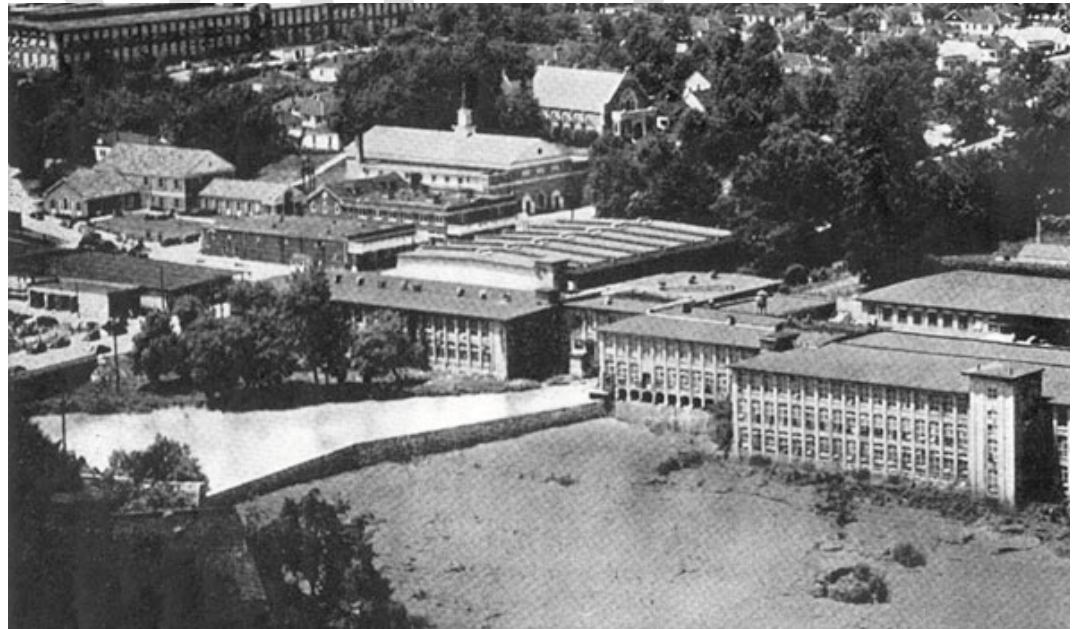
The active involvement of all City staff and a team-oriented approach in our achievement of goals.

Responsible practices that will ensure short- and long-term success.

COMMUNITY VISION

Porterdale is a historic mill town with a small town sense of togetherness and great pride in our past. Our connection to the Yellow River and village character makes Porterdale a great community for the friendly and talented people who live here. We want to protect our history and restore our town to its former vibrancy by focusing on our strengths as a late 1800s mill town on the Yellow River. Our vision of the future includes:

- Developing a park by the Yellow River that provides activities for people of all ages to enjoy the river and the outdoors adjacent to downtown;
- Preserving the historic structures that can be restored, removing irreparable and dilapidated structures, and developing infill guidelines that ensure that new development fits the historic style and character of Porterdale;
- Fostering small businesses in the core downtown area, such as retail, restaurants, grocery and pharmacy;
- Restoring the city gymnasium to honor its historic past while creating a modern facility that provides a place for the community to gather and participate in activities; and
- Cleaning, repairing and maintaining the streets, sidewalks, yards, houses, storefronts and river so that people can walk around town and enjoy Porterdale's history and natural resources.



Vision for Oglethorpe County

Vision Statement

Oglethorpe County's rich history, abundant natural resources, and small towns provide a high quality, rural lifestyle. The county and its cities will continue to provide the support needed to protect and enhance that quality of life for current and future citizens.

1. Oglethorpe County and its cities will use growth management strategies that balance future developments with the rural, historic, and natural resources necessary to maintain the existing rural culture and quality of life.
2. Oglethorpe County and its cities will preserve the small-town nature, enhance community cohesiveness, and remain responsive to the current and future needs of residents and businesses.
3. Oglethorpe county and its cities will invest in means to enhance and diversify economic activity, balance local growth, and expand employment and shopping opportunities for all residents.
4. Oglethorpe county and its cities will strive to include opportunities for youth involvement in recreational, educational, and economic developments to help foster an appreciation of the rural quality of life and best prepare them for our future.

Guiding Principles

1. **Protect And Support Agricultural Uses.** Agriculture remains an important part of the county's identity as well as its economy. The Future Development Map designates agricultural areas limiting infringement and incompatibility between non-farm and farm uses. Buffers and separation requirements between residential and intense agricultural uses should be implemented.
2. **Coordinate Infrastructure Expansion with Land Use.** It is important that future land use decisions are coordinated with the capacities of existing infrastructure. The expansion of supportive infrastructure networks (roads, water, and sewer) should be guided by the Future Development Map which illustrates areas designated for growth to provide the most efficient and cost-effective use of public funds.
3. **Encourage Innovative Development Techniques.** Master planned developments and conservation subdivisions, meeting the county's vision and goals, will be encouraged to increase the amount of open space within new development, promote a compatible mixture of uses, and protect environmentally sensitive areas. Additionally, intensive development will be encouraged within nodes at major intersections as identified on the Future Development Map providing inter-parcel connectivity to minimize the impact of increased vehicle trips on the road network.
4. **Encourage the Expansion of Employment Opportunities (Industrial, Office, or Commercial Uses) in Appropriate Locations.** The Future Development Map illustrates ample space to accommodate employment generating uses. These areas are

Vision for Oglethorpe County

concentrated along existing and planned arterial thoroughfares with access to existing or planned water and/or sewer service. The county and its cities will continue to program appropriate infrastructures expansion within these areas to expand and diversify the local economy.

5. **Protect Environmentally Sensitive Areas.** Oglethorpe County's environmentally sensitive areas are important components of the county's identity and vital to the environmental integrity of the county and region. As the county continues to grow, increased pressures will be placed on the county's resources as development encroaches on sensitive natural areas. The Future Development Map illustrates the significant environmentally sensitive areas and limits incompatible land uses in conjunction with the county's zoning code.
6. **Land Use Compatibility.** The intensity, scale and design of new development should be compatible with the function, character, and scale of adjacent land uses. Adequate transitions and buffers should be provided as needed to mitigate any adverse impacts on adjacent properties.
7. **Protect and Enhance Historic Resources.** Future developments should respect and enhance historic resources. Historic buildings and resources provide opportunities for future businesses to locate within communities and save money by reusing existing infrastructure.
8. **Explore New Economic Sectors.** The County and the municipalities should investigate and encourage economic development strategies that promote underutilized economic sectors that capitalize on the cultural and natural resources for tourism and retiree recruitment.

VIVO360, Inc. October 27, 2017

Ahead of the Curve for



PRESENTED BY

Sophie Gibson

VIVO360, Inc.

P: 770.360.6330

E: sophie.gibson@vivo360inc.com

www.vivo360inc.com

Bunnie Jackson-Ransom

firstClass, Inc.

P: 404.505.8188

E: bjr@fclassinc.com

www.fclassinc.com.com

Agenda



- Introduction
 - firstClass & VIVO360
 - City Council Introductions
- Why Are We Here
 - Setting the Stage
 - The Process to Picking a Name
- Do You Know Who You Are
 - Who & What is the City of South Fulton
 - What is your mission/vision/long term goals
- The Plan



The VIVO360 & firstClass Difference

Who is VIVO360?



- An award-winning 16 year old, digitally-led, cross-media creative agency
- Create exceptional experiences by telling our clients' stories across multiple platforms
- Blend traditional and technological worlds
- Local, national, and global reach
- Build brands and departments with 360 solutions
- Female and Minority Owned Agency



Who is firstClass?



firstClass, Inc. is a marketing and public relations agency, having maintained its presence in the Atlanta business community since its inception in 1975. The agency has successfully represented hundreds of clients, locally and around the globe.

First Class, Inc. consistently delivers superior quality work in the areas including:

- Brand development and enhancement
- Media relations and successful placements
- Media coaching
- Community relations
- Public engagement
- Social promotions and events
- Governmental affairs
- Event Management & Operations
- Vendor Procurement



Led by founder and President Bunnie Jackson-Ransom, the reputation of this agency precedes it because of the service guarantee, marked attention to detail, and personalized customer service. Through its progressive and highly-skilled leadership, the agency has built a reputation of professional excellence and positive results.

Project Team Leads



Sophie Gibson

Founder and President
VIVO360, Inc.



Paige Taylor

Creative Director
VIVO360, Inc.



Sean Murray

Technical Director
VIVO360, Inc.



Nage Gibson-Thompson

Operations & Account Director
VIVO360, Inc.



Bunnie Jackson-Ransom

Founder and President
firstClass, Inc.



Carmen Hampton

Public Relations Manager
firstClass, Inc.

Project Team



Sophie Gibson

**Administrative Lead
& VIVO360 Lead**

Responsible for strategic approach on business and the implementation process to be employed. Attends and presents at significant client meetings. Supervises groups of professionals responsible for brand strategy and planning.

Bunnie Jackson-Ransom

**First Class Lead
Community Relations &
Public Engagement**

Holds ultimate responsibility for building strategies for community relations and governmental affairs and the implementation of media relations and public engagement. Assist in the development of messaging. Important to the over-all brand enhancement.

Paige Taylor

Creative Director

Responsible for managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations.

Carmen Hampton

Public Relations Manager

Responsible for carrying out and implementing marketing strategies relative to media relations, advertising, and governmental affairs. Coordinates with supportive stakeholders and partners. Assist with community engagement efforts. Keeps agency records.

Sean Murray

Technical Director

Responsible for leading teams and implementing the client's strategic vision. Oversees creative concepts, designs, content architecture and media. Participates in client presentations.

Nage Gibson-Thompson

**Operations & Account
Director**

Uses strategic and tactical knowledge to address a client's needs while employing various technology, advertising and communication tools where end user and branding issues are addressed. Responsible for budget overview.



City Council Introductions

South Fulton City Council



Mayor William
"Bill" Edwards



Councilwoman
Catherine
Foster-Rowell



Councilwoman
Carmalitha
Gumbs



Councilwoman
Helen Willis



Councilwoman
Naeema Gilyard



Councilwoman
Rosie Jackson



Councilman
khalid kamau



Councilman
Mark Baker



Approach

This process is called the 5-D's.

- **Discover the City**
- **Define the Challenge**
- **Develop the Strategy**
- **Design the Solution**
- **Deliver the Results**



The background consists of several overlapping circles in two shades of orange and red. A large, lighter orange circle is centered on the right side, partially overlapping a darker red circle that is also centered on the right. Another large, medium-orange circle is on the left side, overlapping the red circle. The overall effect is a layered, organic composition.

Do You Know Who You Are?

Do You Know Who You Are?



- Who and what composes the City of South Fulton?
- What are the core values of your district and constituents?
- Create a vision statement for the City.
- Create a mission statement focusing on visions of the City.
- What goals will you establish for year one?
- What differentiates your City from other cities?
- What are the challenges of your City?
- How would you position your City relative to other cities in GA and why?
- How would you like residents, visitors, businesses and leaders to describe your City?
- What is the goal for your city to work with residents and businesses?
- How would other cities you perceive you?
- Can you describe your City by its districts - what does each district have in common?
- Do you want to be known as a black city?
- When you think of your City what features come to mind? Example - strong, business, etc.

The background features a composition of overlapping circles in two shades of orange and red. A large, light-orange circle is centered on the right side of the frame. To its left, a darker orange circle overlaps it. The top and bottom edges of the image are framed by a dark red band, which also contains curved, lighter orange shapes that suggest the presence of more circles outside the main frame.

Plans

City Naming -

VIVO360 and FirstClass will utilize the 5-D Methodology and:

- Develop a solid naming strategy.
- Do research and interview key stakeholders including City Council Members and the City of South Fulton Management team.
- Provide rational/history on the six names that have already been recommended.



City Naming -

- Develop a comprehensive project vocabulary (this gives us meaning to the names we come up with - exploring the roots of the words)
- VIVO360 and firstClass will also look at:
 - the legal considerations in naming the City
 - the availability of the domain name
- VIVO360 and firstClass will make sure the name fits the following criteria:
 - Magnetism
 - Distinctiveness
 - Accessibility - easy to say
 - Longevity - remains relevant over time
 - Protectability - clear for trademark and domain
 - Appropriateness
 - Consistent with the vision of the City



City Naming -

- Come up with a list of no less than 200 names in addition to the 6 names already recommended.
 - Divide names into categories: historic, aspirational, and geographic.
 - Present top 20 names for City of South Fulton to choose from
 - Chosen name will be used for Brand Identity
-
- Does the name grab people's attention?
 - Does the name inspire curiosity?
 - Does it express the point of view and personality of the City?



Develop a new name and verbal identity -

VIVO360 and firstClass will:

- Develop a solid naming strategy
- Do research and interview internal stakeholders including the City Council Members, Staff, and other stakeholders.
- Assess the six+ names that have already been chosen
- Come up with no less than 200+ names (a new name means extensive research)
- VIVO360 and firstClass will make sure the name fits the following criteria:
 - **Magnetism**
 - **Distinctiveness**
 - **Accessibility - easy to say**
 - **Longevity - remains relevant over time**
 - **Protectability - clear for trademark and domain use**
 - **Appropriateness**
 - **Consistent with the vision of the City**
- Look at other city names and identify areas of opportunity
- Develop a comprehensive project vocabulary (this gives us meanings to the names we come up with - exploring the roots of the words)
- VIVO360 and firstClass will also look at: the legal considerations in naming the City and the availability of the domain name

Process

The process has more to do with the timeline and also effects the cost of implementing the plan. The plan represents the “guts” of the project and sets the stage for finding and implementing selecting a name.

PROCESS A

- No public Meetings
- Use research already collected by City Council and staff

PROCESS B

Use technology - \$15,000-\$20,000

- Setup telephone call line
- Radio and Print Advertising
- Radio Talk shows
- Forms (online)

PROCESS C

One or more multiply public forums - \$25,000*

- Promotions for meetings include flyers, social media, radio.
- *Cost will vary depending on how many public forums we have.



ASPIRATIONAL	GEOGRAPHIC	HISTORIC	OTHER
<ul style="list-style-type: none">• Westhaven• Prosper• South Haven• Legacy• Destiny• Hope	<ul style="list-style-type: none">• Camp Creek• Tributary Hills• South Fulton-Atlanta• South Fulton• Fulton-Atlanta• South Atlanta	<ul style="list-style-type: none">• Phoenix City• Wolf Creek	<ul style="list-style-type: none">• Cornerstone• Cambelton

Next Steps - After Naming of the City

Next Steps:

- Brand Identity
- Messaging
- Imagery
- Logo
- Seal
- Brand Guide Book
- Brand Identity Materials
- Continue---branding and strategy, refocusing as necessary.



**NEXT
STEPS**



Thank you!
Questions?